

FULL YEAR: MARKETING I & II

STANDARDS AND OBJECTIVES

Marketing Part I

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| Levels: | Grades 10-12 |
| Units of Credit: | 1 Semester (.5) |
| CIP Code: | 08.0708 |
| Prerequisites: | None |

COURSE DESCRIPTION

An introductory course that will teach concepts of entry-level business and marketing functions. The following skill standards will prepare the student in Marketing, marketing and business fundamentals, selling, financing, product/service planning, information management, purchasing, distribution, pricing, promotion, risk management, career development, economics, communications, human relations, marketing math, and marketing operations. Students taking marketing classes should have the opportunity to participate in DECA (An Association of Marketing Students). DECA related activities and curriculum can be used as an approved part of all marketing classes.

STANDARD **Students will have an understanding of the world of marketing.**
08.0708 – 01

OBJECTIVES

- 08.0708 – 0101 Understand that marketing is all around us by identifying its related activities.
- Describe marketing functions and related activities.
 - Explain marketing and its importance in a global economy.
- 08.0708 – 0102 Understand the marketing concept.
- Define the marketing concept.
- 08.0708 – 0103 Understand the economic benefits of marketing.
- Describe the benefits of marketing.
 - Define the term economic utility.
 - Identify the five economic utilities.
 - Determine forms of economic utility created by marketing activities.
- 08.0708 – 0104 Understand the basic fundamentals and concepts of marketing.
- Define the term market.
 - Define the term target marketing.
 - Understand the difference between customer and consumer.
 - Understanding the "Four P's of Marketing".
- 08.0708 – 0105 Understand the concept of market segmentation.
- Define the term market segmentation.
 - Understand the four methods used to segment a market.
 - Understand current demographic, psychographic, and geographic trends.

STANDARD **Students will have an understanding of economics, the free**
08.0708 – 02 **enterprise system, and how it relates to marketing.**

OBJECTIVES

- 08.0708 – 0201 Understand the free enterprise and the market-oriented economic systems.
- Explain the types of economic systems.
 - Explain the concept of private enterprise.

- Explain the concept of competition.
- Determine factors affecting business risk.
- Identify factors affecting a business's profit.

08.0708 – 0202 Understand government and consumer functions.

- Explain the relationship between government and business.
- Explain the principles of supply and demand.

08.0708 – 0203 Understand global economies.

- Explain the types of economic systems.
- Explain the concept of economic resources.
- Distinguish between economic goods and services.
- Describe the nature of economics and economic activities.

**STANDARD
08.0708 – 03** **Students will have an understanding of business and international marketing principles.**

OBJECTIVES

08.0708 – 0301 Define the functions of business.

- Explain the role of business in society.
- Explain marketing and its importance in a global economy.
- Explain the nature of environmental regulations.

08.0708 – 0302 Understand international trade and the interdependence of nations.

- Explain the nature of international trade.
- Evaluate influences on a nation's ability to trade.
- Determine the relationship between government and business.

**STANDARD
08.0708 – 04** **Students will have an understanding of business and society.**

OBJECTIVES

08.0708 – 0401 Understand the nature of market-oriented economic systems.

- Explain the concept of private enterprise.
- Explain the concept of competition.
- Determine factors affecting business risk.
- Identify factors affecting a business's profit.
- Explain the principles of supply and demand.

08.0708 – 0402 Define the functions of business.

- Explain the role of business in society.
- Identify different types of business.
- Explain the functions of business.

08.0708 – 0403 Understand government and the legal and ethical laws and issues.

- Explain the relationship between government and business.
- Identify federal regulatory agencies and laws.

08.0708 – 0404 Explore the issues of ethics and social responsibility.

- Understand social responsibility in the workplace
- Understand social responsibility in the marketplace.
- Understand social responsibility in the community.
- Explain the nature of environmental regulations.
- Explain the concept of business ethics.
- Apply guidelines for ethical behavior.

**STANDARD
08.0708 – 05** **Students will have an understanding of management skills required for marketing.**

OBJECTIVES

- 08.0708 – 0501 Understand management structures.
- Explain the concept of management.
 - Explain the how horizontally organized companies differ from vertically organized companies.
 - Name the three levels of management.
- 08.0708 – 0502 Understand management functions.
- Name the three functions of management.
 - Describe the management techniques used by effective managers.
 - Explain how to manage employees properly.

STANDARD 08.0708 – 06

Students will have an understanding of the selling process.

OBJECTIVES

- 08.0708 – 0601 Define and understand selling.
- Explain the nature and scope of the selling function.
 - Analyze product information for use in selling.
 - Identify customer's buying motives for use in selling.
 - Facilitate customer buying decisions.
- 08.0708 – 0602 Explain why preparation is important.
- Determine customer/client needs.
 - Explain key factors in building a clientele.
 - Differentiate between consumer and organizational buying behavior.
- 08.0708 – 0603 Describe initiating the sale and the sales process.
- Explain the selling process.
 - Prepare for the sales presentation.
 - Establish relationship with client/customer.
- 08.0708 – 0604 Explain determining needs in a sale.
- Explain customer/client needs.
 - Assess customer/client needs.
- 08.0708 – 0605 Describe how to present a product.
- Understand how to demonstrate a product.
 - Understand how to recommend a specific product.
- 08.0708 – 0606 Understand objections and rejections.
- Understand how to convert customer/client objections into selling points.
 - Understand how to handle customer inquiries.
- 08.0708 – 0607 Understand customer buying signals and identify how to close a sale.
- Understand how to close the sale.
 - Understand how to sell a good/service/idea to individuals.
 - Facilitate customer buying decisions.
- 08.0708 – 0608 Understand effective selling.
- Demonstrate suggestion selling.
 - Understand how to process sales documentations.
 - Plan follow-up strategies for use in selling.
- 08.0708 – 0609 Demonstrate the use of math in purchase orders and invoices.
- Determine discounts and allowances that can be used to adjust base prices.
 - Understand how to use information systems for order fulfillment.

PERFORMANCE OBJECTIVES

PO-01 Students will understand the sales process by completing "The Sales Presentation".

PO-02 Students will understand the importance of marketing activities by completing "The Marketing Research Project"